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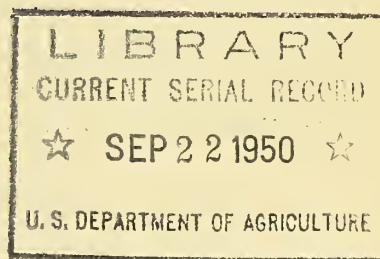
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN
JULY 1950

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
September 1950



FOREWORD

This report presents data on consumer purchases during July 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

JULY 1950

The data presented in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of frozen concentrated orange juice totaled 1,218,000 gallons in July, a decline of 40,000 gallons from the record high level in June. The percentage of families purchasing in July was 14.3, compared with 15.5 percent in June and 14.5 percent in May. Householders in July paid an average of 26.1 cents per 6-ounce can for frozen concentrated orange juice, compared with 26.8 cents in June and 27.6 cents in July a year ago. Household purchases of frozen concentrated grape juice remained at about the same level as in June, while purchases of other frozen concentrated juices increased slightly.

In July household purchases of canned single strength orange juice totaled 1,366,000 cases (equivalent No. 2 cans)--unchanged from June 1950 and about the same level as in July 1949. Canned grapefruit juice purchases by householders were up slightly in July to 808,000 cases (equivalent No. 2 cans), while purchases of canned orange-grapefruit blended juice decreased sharply to 428,000 cases. Canned lemon juice purchases increased slightly in July, but were nearly 20 percent below those of a year ago. Purchases of tomato, pineapple, and prune juice in July were unchanged from the previous month, while grape juice purchases were lower.

Average prices of each of the canned single strength juices remained practically unchanged in July. There were slight increases in citrus juice prices, the largest being 1 cent per 46-ounce can.

In July there were relatively small changes in the percentages of families buying canned single strength juices, with the number purchasing grapefruit juice, lemon juice, pineapple juice, and prune juice increasing slightly:

The seasonal decline in household purchases of all fresh oranges continued during July 1950, dropping to 30,141,000 dozens. Purchases of California oranges continued to increase with the movement of Valencias, totaling 21,279,000 dozens in July. With the closing of the Florida season, household consumer purchases of Florida oranges decreased to 4,014,000 dozens. Purchases of California oranges were considerably higher than a year ago, which is reflected in the 2.5 million dozen increase in purchases of all oranges in July 1950 as compared with the same month in 1949. Average prices paid for California oranges decreased slightly, while prices for Florida oranges increased.

Lemon prices paid by householders in July averaged 44.4 cents per dozen, 6 cents under a year ago. Purchases remained at about the June 1950 level.

Household purchases of dried fruits dropped by 8 percent in July to approximately 7,678 tons. There were slight increases in the average prices paid by consumers, while the percentage of families making purchases continued to decline. Household purchases of raisins decreased from 3,163 tons in June to 2,977 tons in July--less than one-half the volume of purchases in December 1949. Dried prune purchases dropped approximately 7 percent in July--from 3,756 tons in June to 3,507 tons. Purchases of most other dried fruits, except figs, continued to decline in July.

FROZEN CONCENTRATED JUICES

Household purchases of frozen concentrated orange juice in July 1950 fell below the volume of purchases of the preceding month for the first time since December 1949. The percentage of families buying also declined from the record high level reached in June (fig. 1).

Householders purchased 1,218,000 gallons of frozen concentrated orange juice in July, a decline of 40,000 gallons from the record high purchases in June (fig. 2). Purchases amounted to 749,000 gallons in July 1949. The percentage of families purchasing in July was 14.3 percent, compared with 15.5 percent in June and 14.5 percent in May.

Householders paid an average of 26.1 cents per 6-ounce can for frozen concentrated orange juice in July, compared with 26.8 cents in June and 27.2 cents in May (fig. 3). In July a year ago prices averaged 27.6 cents per can.

Frozen concentrated grape juice purchases by households remained at approximately the same level as in the preceding month and in July a year ago. The percentage of families buying has increased slightly, as compared with last year, and prices in July averaged 26.8 cents per can, or more than 2 cents per can above the price a year ago. Purchases of frozen concentrated juices other than orange and grape increased slightly in July and were approximately 3 times as large as in July a year ago.

CANNED JUICES

Household purchases of all the major canned single strength juices in July 1950 remained at about the same levels as in June. For the first month since January, purchases of canned single strength orange juice did not decrease. Purchases of canned orange-grapefruit blended juice decreased 160,000 cases (equiv. No. 2 cans) from June (fig. 4). This was the only one of the canned juices to show a substantial change in July.

Prices paid by households for canned juices remained practically unchanged from June to July 1950. There were slight increases in citrus juice prices, the largest being 1 cent per 46-ounce can each for orange and grapefruit juice (fig. 5).

Household purchases of canned single strength orange juice in July remained at 1,366,000 cases (equiv. No. 2 cans) -- unchanged from June 1950. However, purchases of orange juice decreased each month from January through June 1950. Purchases are at approximately the same level as in July 1949. Household consumers paid an average of 37.9 cents per 46-ounce can for orange juice in July, compared with 37.8 cents in June. Prices in July, however, were about 5 percent below a year ago. The percentage of families buying orange juice dropped to 14.1 percent, the smallest proportion since November 1949, when 12.4 percent purchased this product (fig. 1).

Household consumers purchased 808,000 cases (equivalent No. 2 cans) of canned grapefruit juice and 428,000 cases of orange-grapefruit blend in July 1950. Purchases of grapefruit juice were up slightly,

while purchases of orange-grapefruit blended juice were down 160,000 cases from June. Average prices of canned grapefruit juice increased 1 cent per 46-ounce can to 37.6 cents in July, while blended juice increased almost 1 cent per 46-ounce can to 38.8 cents. The percentage of families buying grapefruit juice remained approximately the same as in June at 10 percent, while orange-grapefruit blended juice was purchased by 6 percent, a decrease of 1 percentage point from June.

In July household purchases of tomato, pineapple, and prune juices were almost identical with those in June, as were the average prices paid. The percentage of families buying these three products showed slight changes, an increase for pineapple juice to 14.5 percent in July from 13.8 in June, but a decrease for tomato juice to 18.6 percent from 19.5 percent in June.

Canned lemon juice purchases increased 16,000 cases (equivalent No. 2 cans) to 112,000 cases in July. This is slightly under the 136,000 cases purchased in July 1949. The average price paid per 5½-ounce can of lemon juice in July increased to 13.4 cents, which is approximately 16 percent higher than a year ago. The percentage of families buying canned lemon juice increased slightly to 5.7 percent.

Household purchases of grape juice decreased 38,000 cases from June level to 192,000 cases in July 1950. Apple juice purchases in July remained relatively unchanged from June.

FRESH CITRUS FRUIT

Household purchases of all fresh oranges continued their seasonal decline during July 1950, dropping 5,000,000 dozens to 30,141,000 dozens. Purchases of California oranges continued to increase with the movement of Valencias. Purchases of all California oranges increased from 17,066,000 dozens in June to 21,279,000 dozens in July. As the Florida orange season closed, household consumer purchases of Florida oranges decreased to 4,014,000 dozens in July. Purchases of all oranges were 2,500,000 dozens higher than in July 1949, largely accounted for by larger purchases of California oranges.

The average prices paid by householders for California oranges decreased slightly over 3 cents to 41.5 cents per dozen during July, which is 5 cents per dozen higher than in July 1949 (fig. 6). Average prices paid for Florida oranges increased slightly to 50.2 cents per dozen which was 2½ cents below the July 1949 level. The percentage of families buying California oranges increased 2 percentage points to 25.6 percent in July, 4 percentage points above July 1949. The percentage of families buying Florida oranges dropped to 6.7 percent in July from 15.5 percent in June. The percentage of families buying any oranges reached a seasonal low of 34.7 percent in July (fig. 1).

The seasonal decrease in purchases of fresh grapefruit continued. Purchases by household consumers in July were only half the June purchases equaling 1,230,000 dozens. However, this was almost twice the purchases in July 1949. Average prices paid for grapefruit dropped almost 20 cents a dozen to 97.4 cents in July which was slightly lower than a year ago.

Lemon purchases for household use during July remained at approximately the June level, totaling 15,355,000 dozens. The percentage of families buying lemons decreased slightly to 37.3 percent in July, 2 percentage points under a year ago. The average price paid for lemons was 44.4 cents per dozen, a slight decrease from June, but 6 cents per dozen below a year ago.

DRIED FRUITS

Household consumers purchased approximately 7,678 tons of dried fruit in July, a drop of 8 percent from the 8,372 tons in June. Average prices paid by consumers for the principal dried fruits were up slightly in July, while the percentage of families making purchases continued to decline.

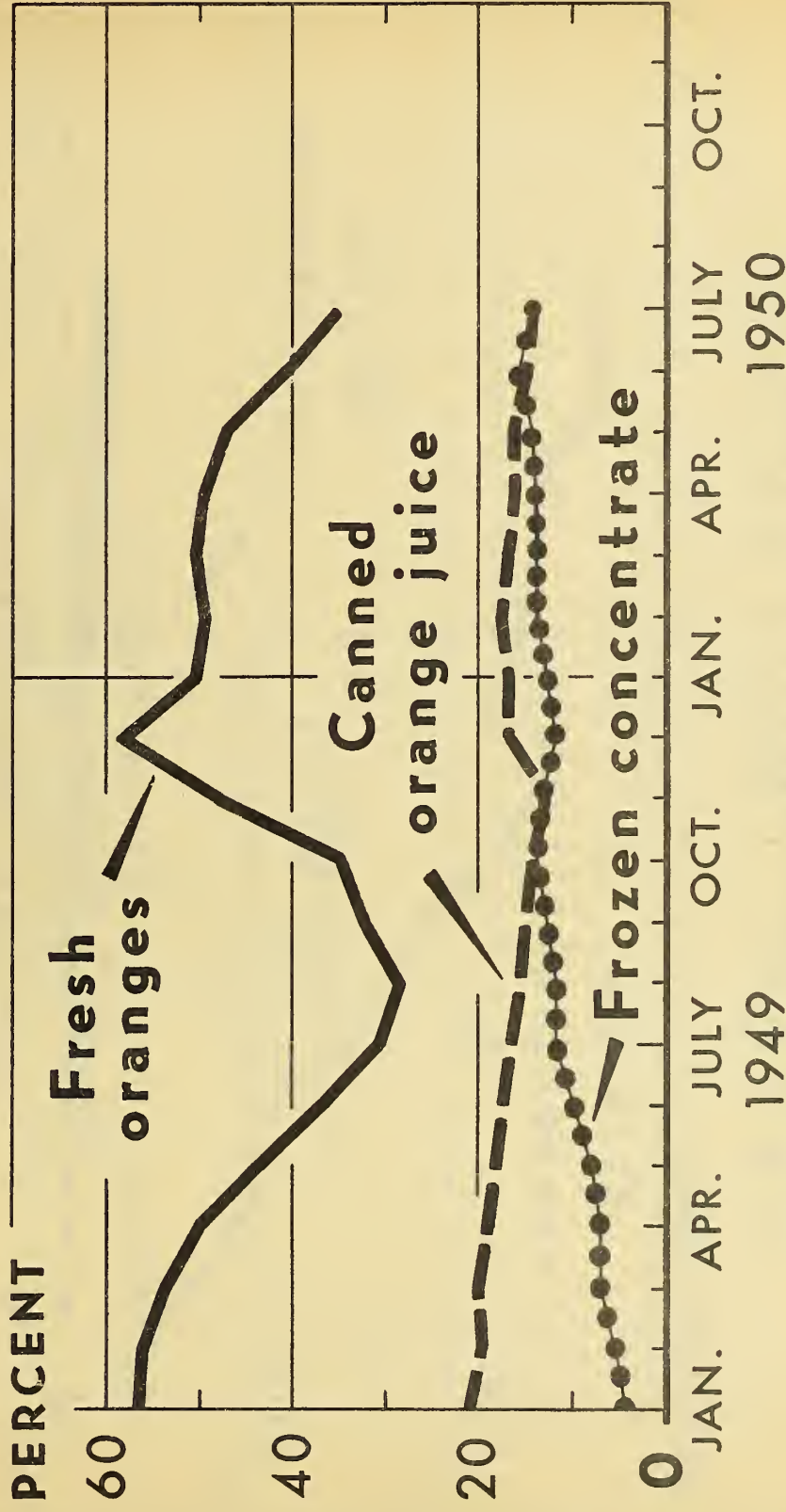
Raisin purchases by householders amounted to 2,977 tons in July, compared with 3,163 tons in June and 6,333 tons in December 1949--the high point of the current season (fig. 7). The percentage of families purchasing raisins in July declined to 9.1 percent from 10 percent in June, while there was little change in the average price paid by consumers.

Household purchases of dried prunes dropped approximately 7 percent in July -- from 3,756 tons in June to 3,507 tons (fig. 7). The average price paid by consumers in July increased slightly from the June level; the percentage of families purchasing prunes decreased to 8.9 percent.

Purchases of most other dried fruits, except figs, declined in July. There was a corresponding drop in the percentage of families buying, while prices paid for most items, except dried figs and mixed dried fruits, were slightly higher than in June.

Prune juice purchases and the average price paid by householders remained unchanged in July, although there was a slight increase in the percentage of families buying. Household purchases totaled 368,000 cases (equivalent No. 2 cans), and the average price paid was 28.4 cents per 32-ounce bottle.

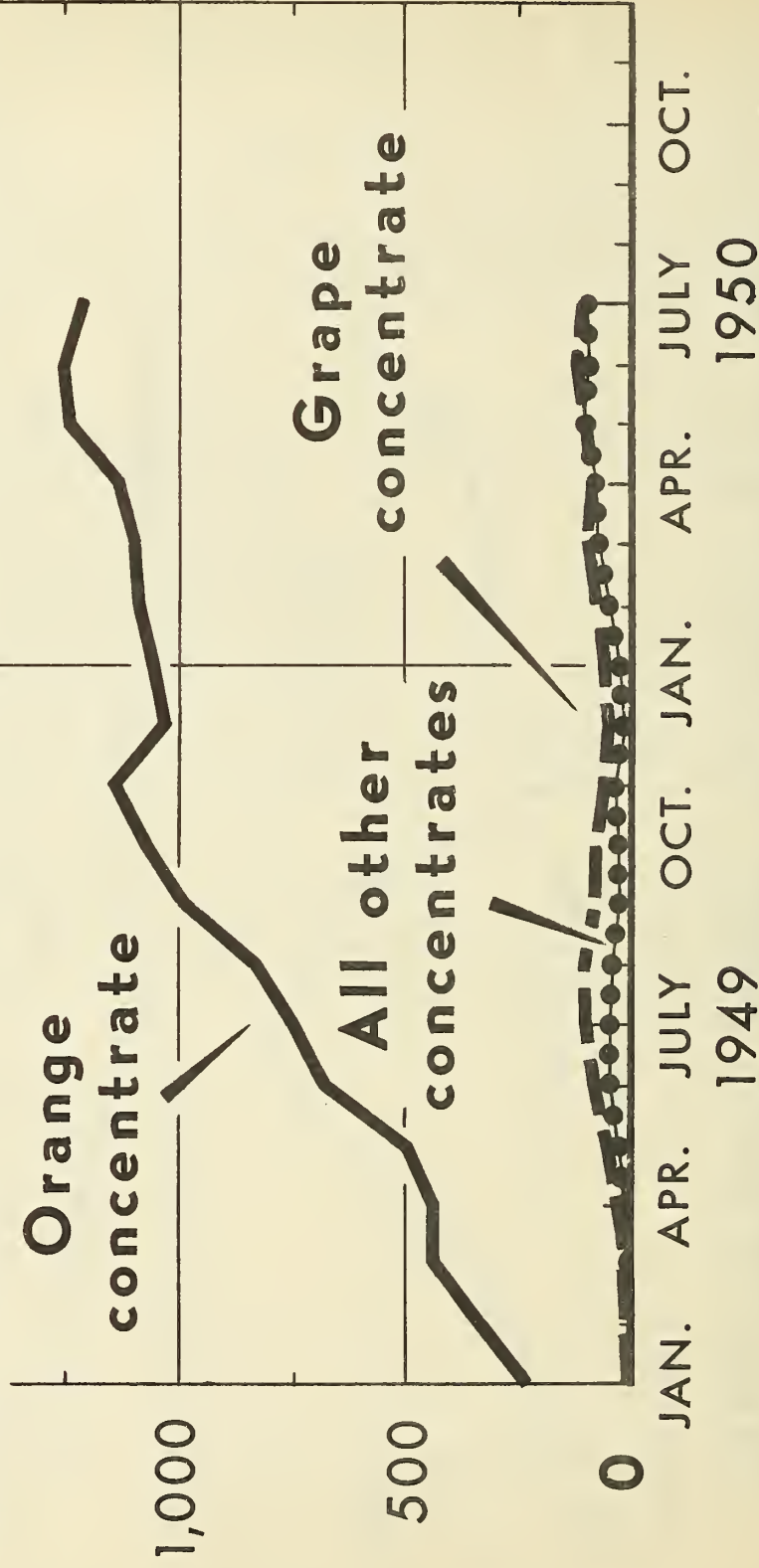
PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

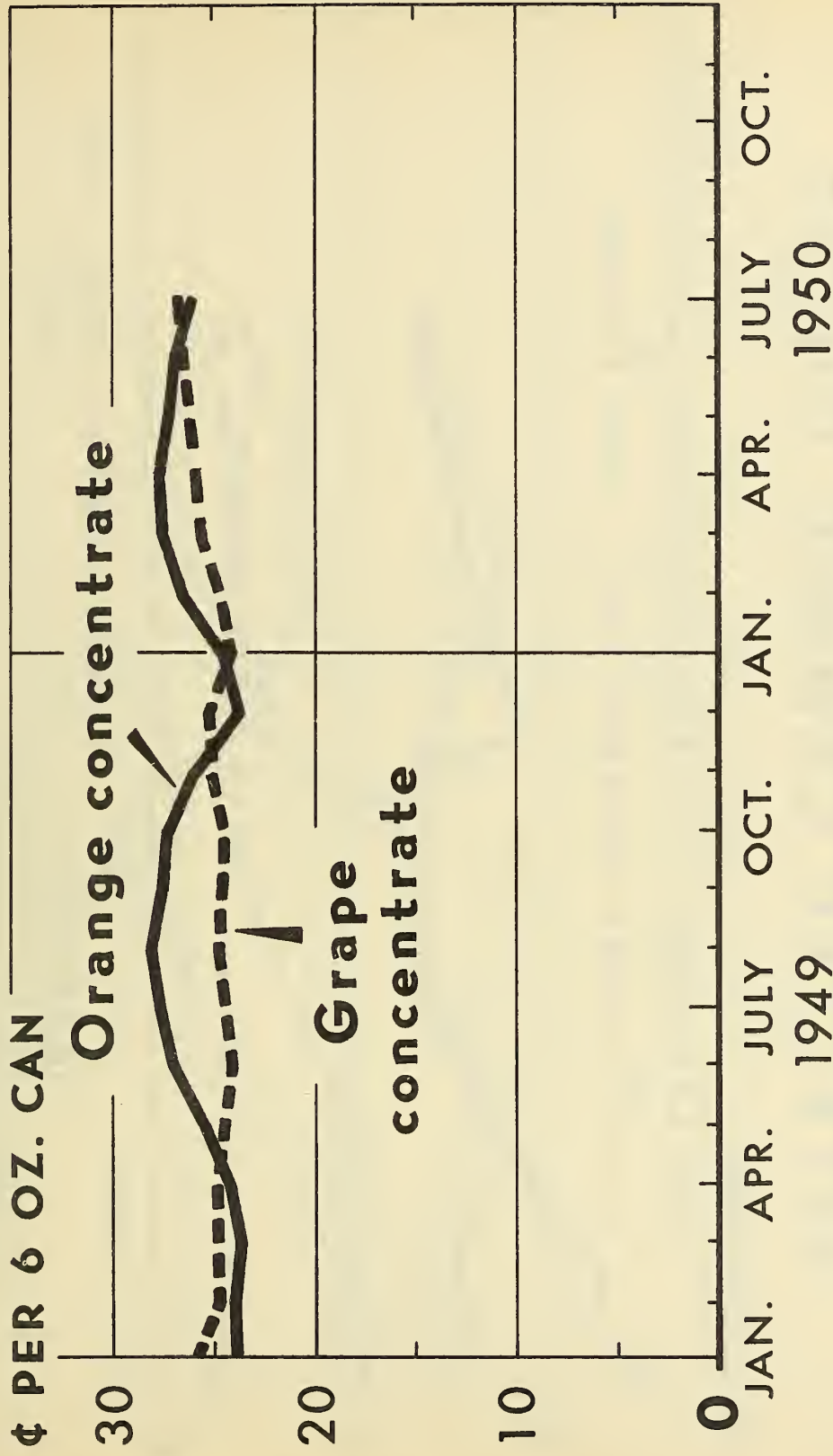
CONSUMER PURCHASES OF FROZEN FRUIT JUICES

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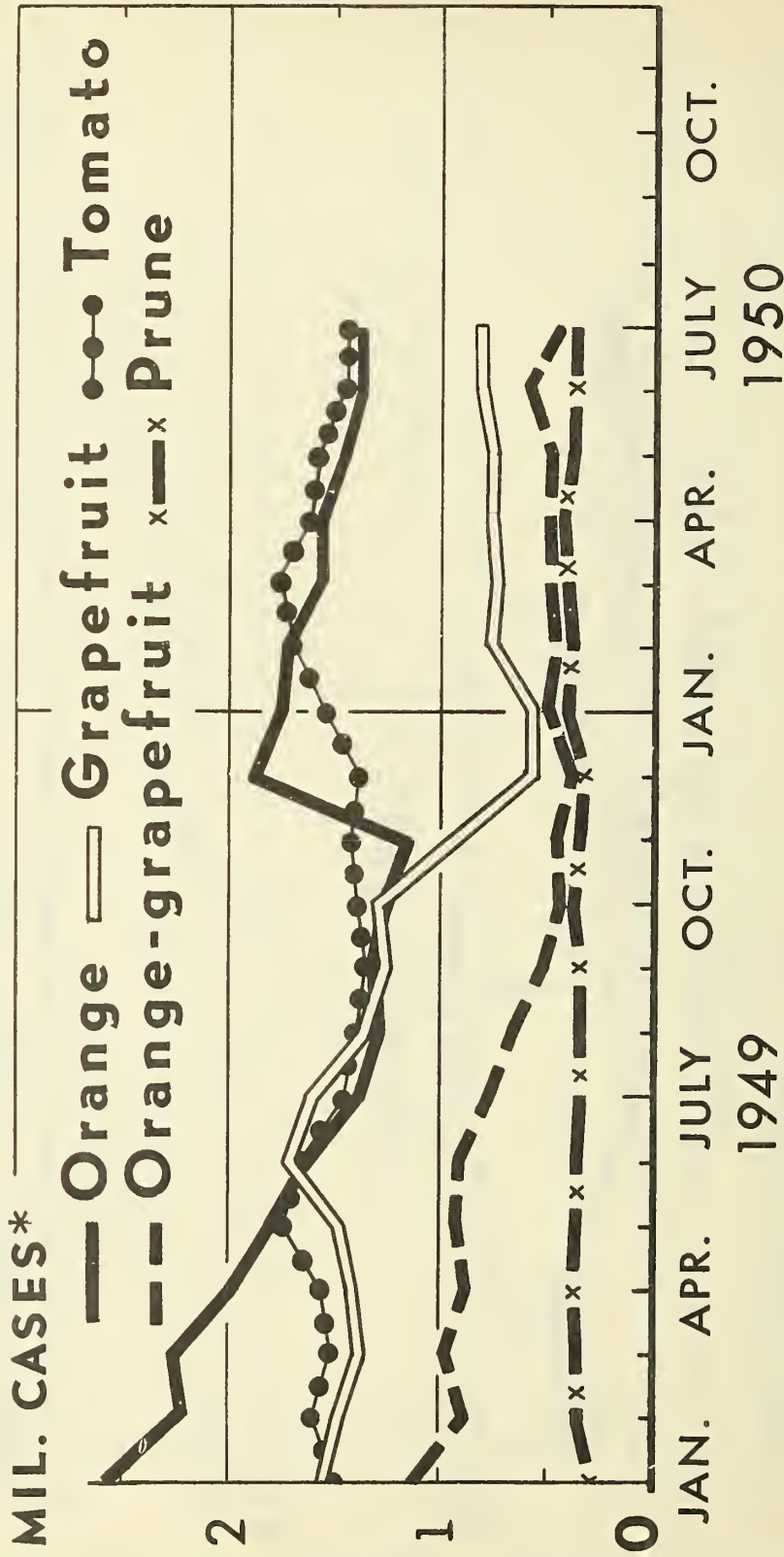
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

PRICES OF FROZEN FRUIT JUICES



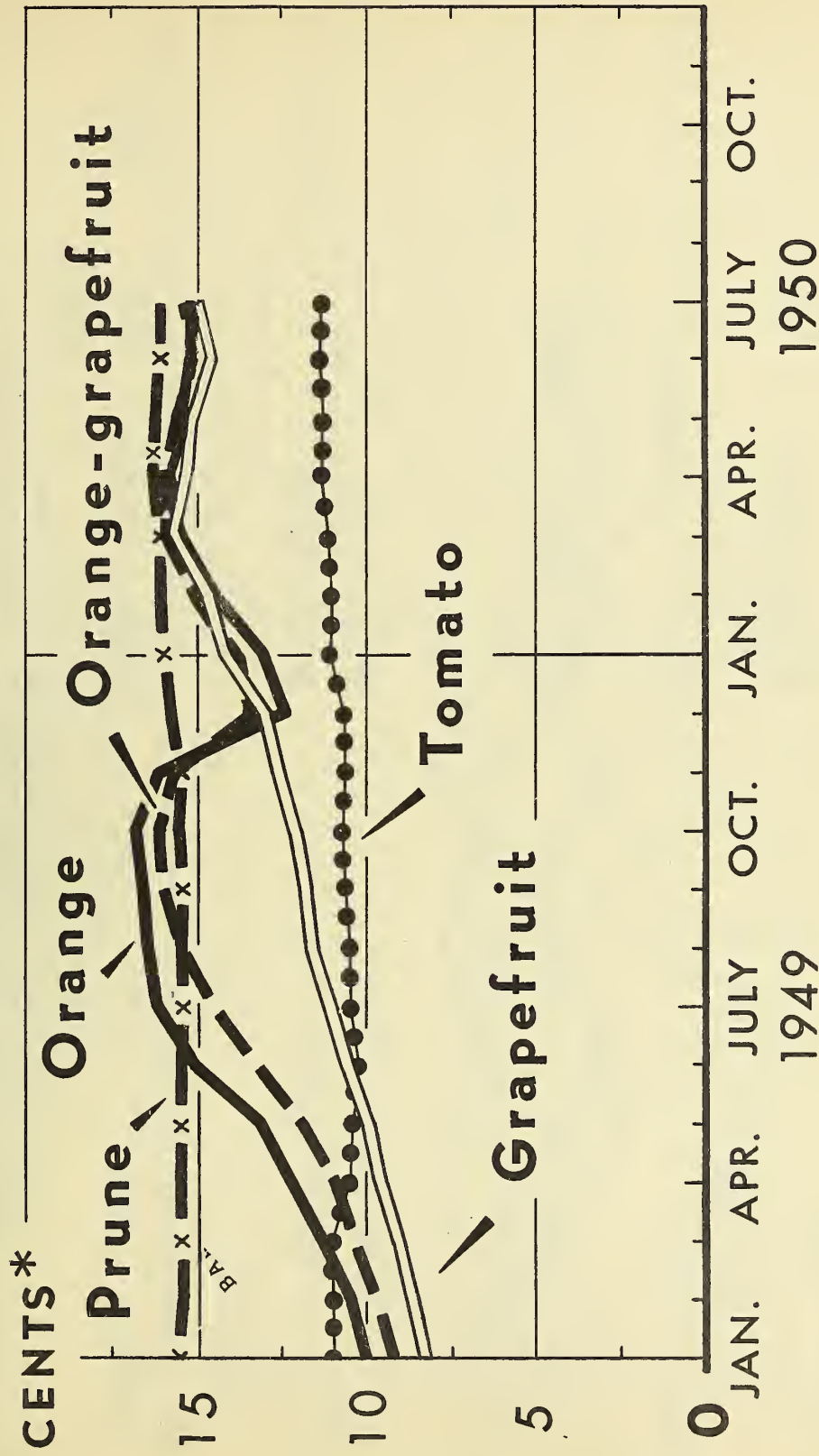
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

CONSUMER PURCHASES OF SELECTED CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*EQUIVALENT CASES OF 24 #2'S

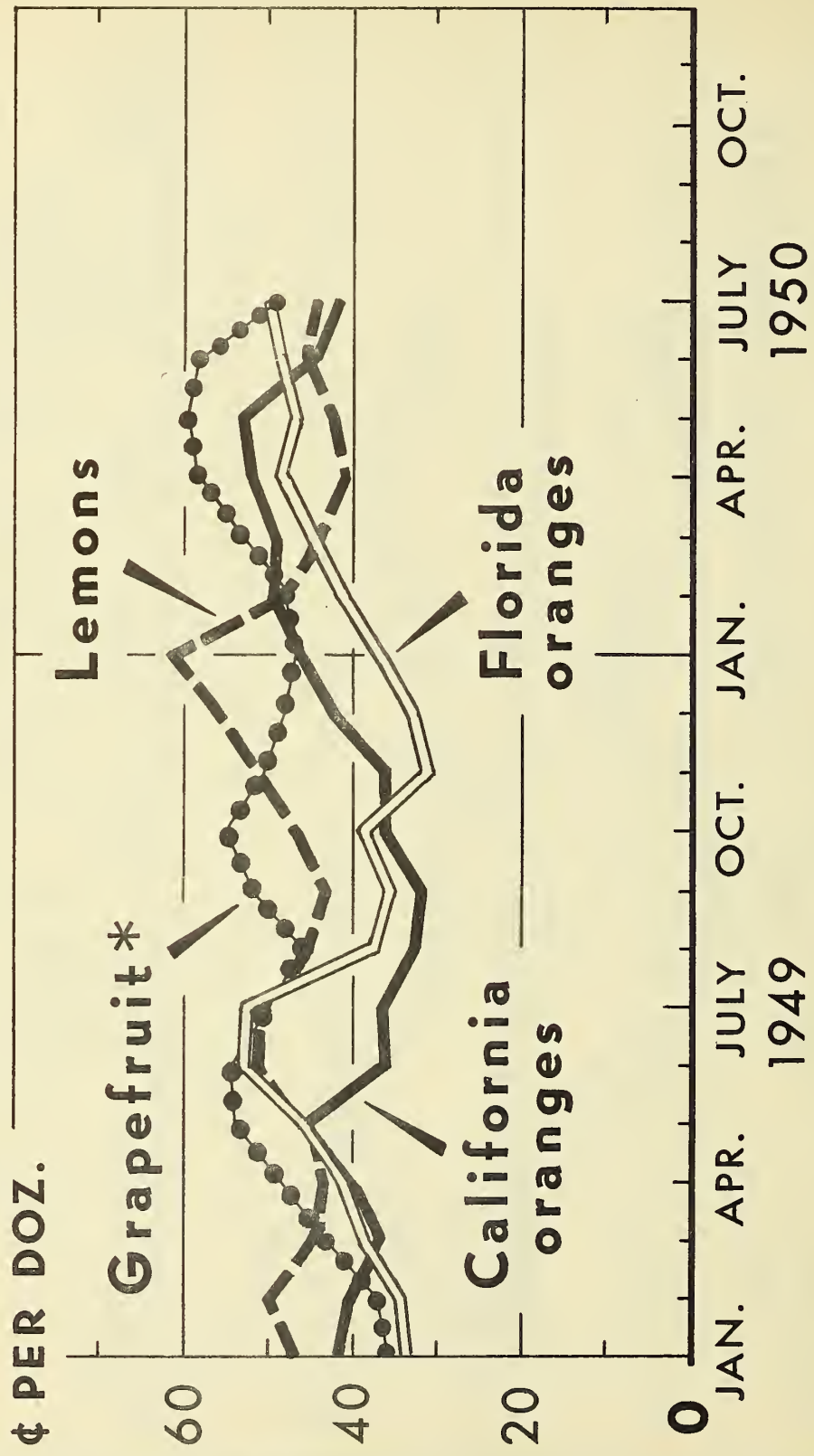
PRICES OF CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER EQUIVALENT #2 CAN

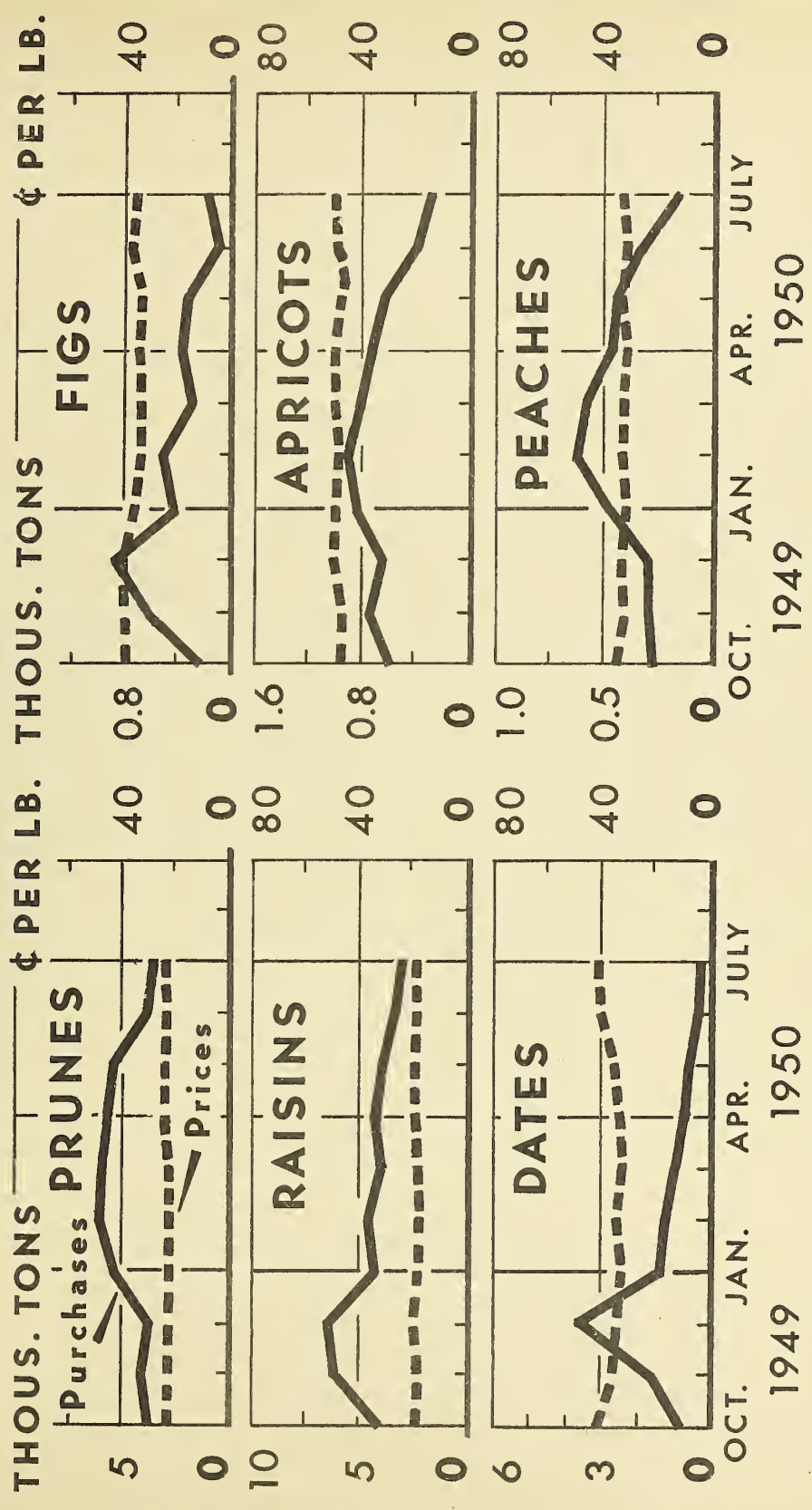
PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER 1/2 DOZEN

RETAIL PURCHASES AND PRICES, SIX DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

Table 1.--Frozen concentrated orange juice and canned juices: U.S. total consumer purchases, percentage of families buying and average prices, July 1950, June 1950, and July 1949 ^{1/}

	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6 oz. can Cents
Frozen concentrated orange juice			
July 1950	1,218	14.3	26.1
June 1950	1,258	15.5	26.8
July 1949	749	11.7	27.6
	Consumer purchases cases of 24 #2's 1,000 cases	Percentage of families buying Percent	Average price per equivalent #2 can Cents
Canned juices			
Orange			
July 1950	1,366	14.1	15.2
June 1950	1,365	14.8	15.2
July 1949	1,389	16.1	16.1
Grapefruit			
July 1950	808	10.0	15.0
June 1950	789	9.9	14.6
July 1949	1,611	15.5	11.1
Orange and grapefruit blend			
July 1950	428	6.0	15.4
June 1950	588	7.0	15.1
July 1949	770	9.9	14.6
Lemon			
July 1950	112	5.7	41.4
June 1950	96	5.3	41.0
July 1949	136	7.1	35.6
Tomato			
July 1950	1,452	18.6	11.3
June 1950	1,452	19.5	11.4
July 1949	1,451	18.8	10.4
Pineapple			
July 1950	927	14.5	15.3
June 1950	920	13.8	15.3
July 1949	474	9.5	17.2
Prune			
July 1950	368	6.2	16.1
June 1950	369	5.7	16.1
July 1949	339	5.4	15.3

^{1/} Each month represents a 4-week period

Table 2.--Fresh citrus fruits; U.S. total consumer purchases, percentage of families buying, and average prices, July 1950, June 1950, and July 1949 ^{1/}

	Consumer purchases	Percentage of families buying	Average price per dozen
	<u>1,000 dozens</u>	<u>Percent</u>	<u>Cents</u>
Oranges			
California			
July 1950	21,279	25.6	41.5
June 1950	17,066	23.6	44.6
July 1949	19,494	21.7	36.3
Florida			
July 1950	4,014	6.7	50.2
June 1950	12,133	15.5	48.8
July 1949	3,487	6.1	52.6
Total			
July 1950	30,141	34.7	43.0
June 1950	35,213	39.9	46.3
July 1949	27,715	30.4	38.9
Grapefruit			
July 1950	1,230	5.2	97.4
June 1950	2,426	11.6	116.5
July 1949	684	3.4	100.0
Lemons			
July 1950	15,355	37.3	44.4
June 1950	15,557	38.1	45.5
July 1949	16,599	39.3	50.7

^{1/} Each month represents a 4-week period

National Consumer Panel of Industrial Surveys Company

Table 3.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, July 1950, June 1950, and May 1950 ^{1/}

	Consumer purchases <u>1,000 pounds</u>	Percentage of families buying <u>Percent</u>	Average price per pound <u>Cents</u>
Apples			
July 1950	321	.8	35.1
June 1950	373	.8	35.0
May 1950	344	1.1	36.0
Apricots			
July 1950	587	1.5	50.6
June 1950	784	2.0	49.6
May 1950	1,271	2.7	47.7
Dates			
July 1950	541	1.4	41.0
June 1950	672	1.9	40.0
May 1950	1,156	3.0	35.9
Figs			
July 1950	355	.4	35.3
June 1950	224	.6	37.7
May 1950	657	.8	33.7
Mixed fruit			
July 1950	217	.4	32.8
June 1950	200	.3	37.7
May 1950	360	.7	34.6
Peaches			
July 1950	310	.8	34.2
June 1950	639	1.3	31.4
May 1950	892	1.7	32.8
Pears			
July 1950	10	-	33.0
June 1950	10	-	35.0
May 1950	50	.1	36.2
Prunes			
July 1950	7,015	8.9	23.7
June 1950	7,511	9.5	23.2
May 1950	10,347	12.4	23.1
Raisins			
July 1950	5,953	9.1	19.2
June 1950	6,326	10.0	18.9
May 1950	7,891	12.7	19.1
Total ^{2/}			
July 1950	15,356	19.4	24.4
June 1950	16,744	21.5	24.5
May 1950	22,998	27.0	24.8

^{1/} Each month represents a 4-week period.

^{2/} Total includes dried currants.

Table 4.---Canned juices and frozen concentrated juices: U.S. total consumer purchases and average prices, July 1950 (4-week period)

Commodity	Purchases				Average prices			
	Percentage of all:		Per 1,000:		Size of aver-		Per actual	
	families buying:	Total all:	families:	capita:	age purchase:	unit	No. 2 can	Cents
	Percent	1,000 Cases 1/	1,000 Cases 1/	Cases 1/	Ounces	Size	Cents	Cents
Canned juices								
Orange	14.1	1,366	9.20		59.90	46 oz.	37.9	15.2
Grapefruit	10.0	808	5.45		54.25	46 oz.	37.6	15.0
Orange and gft. blend	6.0	428	2.88		50.20	46 oz.	38.8	15.4
Tangerine	2.1	116	.78		47.21	46 oz.	33.3	13.2
Lemon	5.7	112	.76		15.24	5½-6 oz.	13.4	41.4
Apple	4.3	309	2.08		46.27	32 oz.	20.7	11.1
Grape	5.1	192	1.30		30.27	32 oz.	39.9	24.4
Pineapple	14.5	927	6.25		44.34	46 oz.	37.8	15.3
Prune	6.2	368	2.48		36.97	32 oz.	28.4	16.1
Tomato	18.6	1,452	9.79		50.44	46 oz.	26.9	11.3
Vegetable combination	3.6	196	1.32		42.43	46 oz.	37.1	15.4
Other juices	2/	357	2.40		35.30	46 oz.	37.4	16.0
Total	50.9	6,631	44.69		46.23			14.9
Frozen concentrated juices								
	Percent	1,000 Gallons	Gallons		Ounces	Size	Cents	
Orange	14.3	1,218	8.21		11.70	6 oz.	26.1	
Grape	2.4	100	.67		8.48	6 oz.	26.8	
Other concentrates	2/	93	.63		9.52	6 oz.	21.3	
Total	15.8	1,411	9.51		11.23			

1/ Equivalent cases of No. 2 cans, 4½ ounces per case

2/ Information not available

National Consumer Panel of Industrial Surveys Company

Table 5.--Fresh citrus fruit: U.S. total consumer purchases and average prices, July 1950 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of	Total	Per	Size of	
	all families buying:	all families	1,000 capita	average purchase:	
	Percent	1,000 dozens	Dozens	Units	
Oranges					
California	25.6	21,278.6	143.4	12.0	41.5
Florida	5.7	4,014.2	27.1	10.6	50.2
Unidentified	8.5	4,848.2	32.7	11.1	44.2
Total	34.7	30,141.0	203.2	11.6	43.0
Grapefruit	5.2	1,230.2	8.3	4.1	97.4
Tangerines 1/	-	13.4	.1	16.0	36.8
Lemons	37.3	15,355.3	103.5	6.8	44.4
Limes	2.6	889.9	6.0	7.8	31.9
Total	53.7	47,629.8	321.1	9.1	44.7

^{1/} Too few purchases represented to permit significant analysis

National Consumer Panel of Industrial Surveys Company

Table 6.-Dried fruit: U.S. total consumer purchases and average prices, July 1950 (4-week period)

Commodity	Percentage of all families buying: Percent	Purchases			Average price per pound Cents
		Total all families buying: 1,000 pounds	Per 1,000 capita: Pounds	Size of average purchase: Ounces	
Apples	.8	321	2.16	12.50	35.1
Apricots	1.5	587	3.96	13.40	50.6
Dates	1.4	541	3.65	12.72	41.0
Figs	.4	355	2.40	25.82	35.3
Mixed dried fruit	.4	217	1.46	18.26	32.8
Peaches	.8	310	2.09	14.17	34.2
Pears 1/	-	10	.07	16.00	33.0
Prunes	8.9	7,015	47.28	22.79	23.7
Raisins	9.1	5,953	40.13	21.24	19.2
Currents	.1	46	.31	12.33	23.1
Total	19.4	15,356	103.51	20.42	24.4

1/ Too few purchases represented to permit significant analysis

National Consumer Panel of Industrial Surveys Company